

Case Study

G5 Digital Marketing More than Doubles Brightwater Senior Living Move-Ins



Challenge

Brightwater Senior Living needed to limit vacancies and develop a pipeline of qualified prospective residents without increasing marketing spend.

Solution

G5 paired Google Smart Bidding with Lead Insights to determine which ad campaigns converted at the highest rate and then adjusted digital ad strategies to drive the best quality leads.

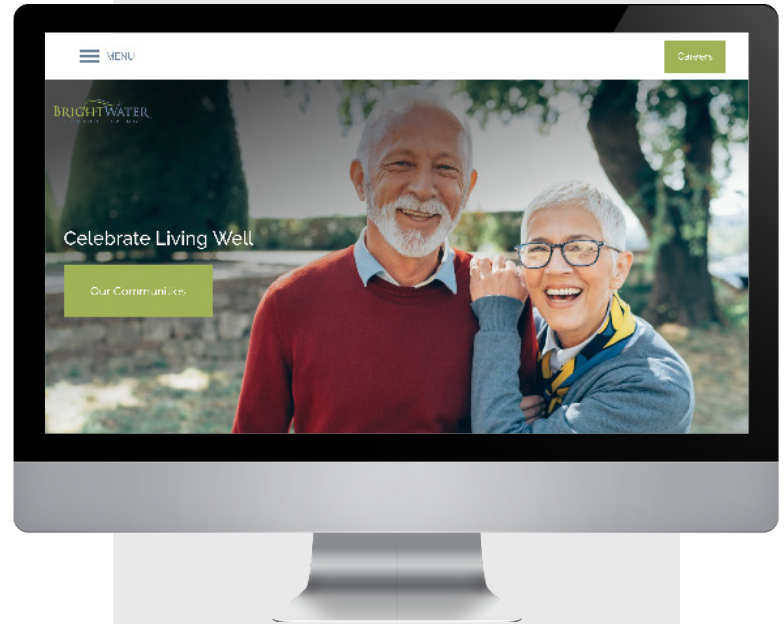
Impact

Brightwater maintained full occupancy while move-ins attributed to G5 sources increased by 4.5X and cost-per-lead decreased by 22%.

4.5x
more
move-ins

3.2x
more
leads

-22%
lower
cost-per-lead



"G5 is viewed as a key strategic partner to Brightwater Senior Living.

Their interests in our digital success not only takes the worry out of those marketing initiatives, but they do it in a way that represents the core values of our company. That is true alignment and at times hard to find in the marketplace."

Jason Myhre

Senior Director of Sales & Marketing

BRIGHTWATER
SENIOR LIVING

Brightwater Senior Living continues to build programs and amenities that are designed to help you live your life your way. From exceptional dining experiences to meaningful social activities and diverse healthcare services, Brightwater communities represent the utmost in thoughtful senior living.